EXPOSURE: YTD

In Q2, we received over 17.4 million impressions coming from social, display, print, and PR.

TRACTION: YTD

- Dip in impressions from less print circulation.
- Increase in traffic and impressions from increased digital efforts around the Port campaigns.
- There was also a big increase in PR impressions in the month of June.
Historically, goal conversions have trended similarly to site traffic. Both have been trending up throughout the year; however, with the addition of the port campaigns, traffic has increased much more than conversions.

Q2 BY THE NUMBERS

17.4 million impressions
Impressions driven in Q2 from PR, print and digital efforts.

156 thousand site visits
Non-unique visits by users to the site this month.

89 thousand goal conversions
Most conversions are coming from organic traffic.
WEBSITE SNAPSHOT - Q2

WEBSITE STATS

Traffic is down due to running less display in 2018. We instead focused on driving more qualified traffic.

Traffic Source Breakdown

- 49% Organic Search
- 20% Facebook
- 10% Google Display
- 10% Referral
- 8% Direct
- 3% Paid Search

Top Five Pages
1. Homepage - 15%
2. /escape-to-wine-country - 5%
3. /calendar - 4%
4. /wineries - 4%
5. /things-to-do - 3%

WEBSITE STATS

Washington -12% YoY 49,437 visits
Idaho -6% YoY 3,669 visits
Oregon -47% YoY 8,338 visits
Nevada 13% YoY 1,606 visits
California -34% YoY 28,882 visits
Colorado +64% YoY 1,995 visits
Arizona 70% YoY 3,026 visits
Utah -11% YoY 913 visits
PORT OF WALLA WALLA

**MILLENNIALS**
- Impressions: 1,090,775
- Landing Page Views: 6,488
- Avg. CTR: 0.97%
- Cost per landing page view: $1.28

**BABY BOOMERS**
- Impressions: 540,341
- Landing Page Views: 6,189
- Avg. CTR: 1.70%
- Cost per landing page view: $1.35

**DISPLAY**
- Impressions: 905,756
- Clicks: 2,593
- Avg. CTR: 0.29%
- CPC: $0.93
PORT OF SEATTLE

MILLENNIALS
Impressions: 379,653
Landing Page Views: 1,589
Avg. CTR: 0.72%
Cost per landing page view: $1.42

BABY BOOMERS
Impressions: 276,979
Landing Page Views: 2,080
Avg. CTR: 1.16%
Cost per landing page view: $1.08

DISPLAY
Impressions: 3,904,421
Clicks: 12,372
Avg. CTR: 0.32%
CPC: $0.80
## On-Page Performance

### Social

<table>
<thead>
<tr>
<th></th>
<th>Port of Walla Walla</th>
<th>Port of Seattle</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Avg Time on page</strong></td>
<td>17 seconds</td>
<td>22 seconds</td>
</tr>
<tr>
<td><strong>Bounce Rate</strong></td>
<td>84%</td>
<td>88%</td>
</tr>
<tr>
<td><strong>Clicks to book</strong></td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td><strong>Newsletter Sign-Ups</strong></td>
<td>0</td>
<td>1</td>
</tr>
</tbody>
</table>

### Display

<table>
<thead>
<tr>
<th></th>
<th>Port of Walla Walla</th>
<th>Port of Seattle</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Avg Time on page</strong></td>
<td>38 seconds</td>
<td>43 seconds</td>
</tr>
<tr>
<td><strong>Bounce Rate</strong></td>
<td>84%</td>
<td>84%</td>
</tr>
<tr>
<td><strong>Clicks to book</strong></td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td><strong>Newsletter Sign-Ups</strong></td>
<td>13</td>
<td>2</td>
</tr>
</tbody>
</table>
### Top Ads

- **Visit Walla Walla - The Perfect Washington Getaway**
  - [Ad](www.wallawalla.org/WallaWalla)
- **Walla Walla Offers Great Wineries, Enticing Restaurants & Outdoor Adventures!**
- **Walla Walla, Washington - 120 Wineries To Choose From**
  - [Ad](www.wallawalla.org/WallaWalla/Wineries)
- **The Walla Walla Valley Is Home To One Of The Finest Wine Regions In The Nation.**
- **View Our Winery Guide - Visit Walla Walla, Washington**
  - [Ad](www.wallawalla.org/WallaWalla/Wineries)
- **Walla Walla, Washington - A Perfect Romantic Weekend**
  - [Ad](www.wallawalla.org/WallaWalla)

### Top Keywords

- +washington +wineries
- +wineries +wa
- +visit +washington +state
- +washington +wine +country
- +washington +wine +tours

### Q2 Campaign Stats

<table>
<thead>
<tr>
<th></th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR</th>
<th>CPC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wine</td>
<td>16,957</td>
<td>2,003</td>
<td>3.75%</td>
<td>$1.09</td>
</tr>
<tr>
<td>Getaways/Vacation</td>
<td>29,457</td>
<td>1,456</td>
<td>4.94%</td>
<td>$1.52</td>
</tr>
<tr>
<td>Destination Wedding</td>
<td>3,179</td>
<td>125</td>
<td>3.93%</td>
<td>$5.50</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>86,041</strong></td>
<td><strong>3,584</strong></td>
<td><strong>4.17%</strong></td>
<td><strong>$1.42</strong></td>
</tr>
</tbody>
</table>

- **Avg Time on page:** 1:11
- **Bounce Rate:** 64%
- **Clicks to book:** 34
- **Newsletter Sign-Ups:** 1
DIGITAL: SOCIAL

In Q2, Facebook clicks trended slightly toward women. The age groups are now more evenly distributed with the age breakdown of the spring campaign.

DIGITAL: DISPLAY

Clicks on Google Display ads trended slightly toward a male audience. Also, younger age groups are clicking on the ads more often.
The following is a timeline of notable coverage/clippings from June. A complete recap of YTD clippings, including circulation, unique visitors, and PR value can be found at the following link: [bit.ly/2rfFjlW](http://bit.ly/2rfFjlW)

**June circulation:** 5,732,410  
**June value:** $136,675  

**YTD 2018 circulation:** 13,956,863  
**YTD 2018 value:** $755,865  

- **Alaska Beyond Magazine**  
  **June 1, 2018**  
  “Walla Walla, Washington”  
  Rick Stedman’s overview of what’s new and exciting in Walla Walla including Eritage, Wine Valley, Cougar Crest, Allegro, and more.

- **MSN.com**  
  **June 4, 2018**  
  “26 Tourist Spots to Avoid - and Where to Go Instead”  
  Round-up of popular summer travel destinations, with alternatives offered. Instead of going to Napa, go to Walla Walla.

- **USA Today**  
  **June 15, 2018**  
  “Experience life and food from the ground up with agritourism”  
  Overview of agritourism in the United States, including a focus on the cheesemaking at Monteillet Fromagerie.

- **GoNomad.com**  
  **June 20, 2018**  
  “Northwest Roadtrip: Seattle to Walla Walla”  
  Kurt Jacobson’s story about traveling from Seattle to Walla Walla on a wine tasting road trip.
Agriturismo, American style: 8 farm and food experiences in the USA

Lindsay Cohn, Special to USA TODAY Published 7:53 a.m. ET June 15, 2018 | Updated 7:27 p.m. ET June 19, 2018

Agritourism is on the rise in the USA

Northwest Roadtrip: Seattle to Walla Walla

Photographing Mount Rainier from the Bainbridge Island ferry. Kurt Jacobson photos.
June 2018 PR TACTICS

Eritage Preview FAM
Updates to Eritage FAM schedule and itinerary, planning and outreach to business partners, communication with attendees and Fire & Vine, and coordination of itinerary for June 27-29 tour.

Ray Isle, Travel + Leisure
Communicate with Ray Isle from Food & Wine and Travel + Leisure regarding a September visit to Walla Walla for an early 2019 feature.

Cara Strickland, 1889 Magazine
Build itinerary for Cara’s early arrival for the Eritage FAM.

Rob Bhatt, Journey Magazine
Coordination with Rob regarding an extended stay and activities as part of his participation in the Eritage Preview FAM tour.

Ana Sandee, Colorful Foodie
Follow up with Ana Sandee regarding additional coverage planned as a result of her food and wine focused media visit, May 23-28.

Sunset Magazine
Provide images and additional information to Sunset Magazine for inclusion as part of the magazine’s Sunset Travel Awards. Fact check content.

Mary Therese-Kinsella
Begin development of itinerary for New Zealand-based wine and food writer Mary Therese-Kinsella’s upcoming visit to Walla Walla.

Trivago
Compile image selections for Trivago to utilize, solicit photos from WWVWA, gain approvals/rights to use selected images.

Golf Channel’s Morning Drive
Respond to query from Golf Channel’s Morning Drive

Amy Glynn, Paste
Coordinating a media visit for Amy Glynn from Paste Magazine based on the Under the Radar, Over the Top press release pitch. Dates TBD.